



*How to use*  
**TYPOGRAPHY**  
**TO ENHANCE AND COMPLIMENT**  
*your designs*

A DESIGN TUTORIAL FOR SUBLIMATION CRAFTERS  
FROM [DEBBIEDOESDESIGN.COM](http://DEBBIEDOESDESIGN.COM)

# KNOW YOUR AUDIENCE

AND THAT DOESN'T MEAN WHO'S WEARING IT!

WHILE THE INTENDED "WEARER" IS IMPORTANT, THE PERSON YOU NEED TO SELL ON IT FIRST, IS THE ONE BUYING IT.

MY DAD WOULD WEAR THIS  
(SORRY DAD!)

I'd rather be  
**FISHING**

MY MOM (THE ONE SHOPPING),  
WOULD NOT BUY THIS!

AND HE WOULD WEAR THIS.

*I'd rather be*  
**FISHING**

(FONTS USED: MISTY BLACK & BRAWLS TYPEFACE)

SHE WOULD BUY THIS

MOST 6 YEAR OLD GIRLS  
WOULD LOVE THIS  
(BUT MOM, THERE'S PINK!)

*Little Miss*  
**BOSSY**

HER MOM (THE ONE SHOPPING),  
WOULD THINK THIS LOOKS CHEAP.

THEY WOULD LOVE THIS  
ONE JUST AS MUCH.

*Little Miss*  
**BOSSY**

(FONTS USED: THE SANGRIA & ORGANIC ICE CREAM)

MOM WOULD APPROVE THIS ONE

GIFTS ARE A HUGE MARKET. YOU NEED TO COUNT ON A VAST MAJORITY OF YOUR SHOPPERS, SHOPPING FOR SOMEONE ELSE.

MOMS SHOPPING FOR DADS, MOMS SHOPPING FOR KIDS, PARENTS FOR GRANDPARENTS, GRANDPARENTS FOR GRANDKIDS, AND SO ON.



# FONT EMOTIONS

LOUD

(FONT: SHOUT)

soft

(FONT: OH SAVANNAH)

Sweet

(FONT: PEARBERRY)

PLAYFUL

(FONT: BLOPP)

Elegant

(FONT: AURELLIA SCRIPT)

FORMAL

(FONT: HERINA)

GROOVY

(FONT: CORDUROY)

SCARY

(FONT: DEATH MARKERS)

ANGRY

(FONT: LASER)

NERVOUS

(FONT: KEMURI)

Rushed

(FONT: BAGUETTE)

GIRLY

(FONT: FLAWLESS FAIRYTALE)



# FONT TYPES

THESE SMALL, DECORATIVE STROKES ARE CALLED "SERIFS."

Serif

(FONT: BASKERVILLE OLD FACE)

THIN

THICK

SERIFS ALSO HAVE VARYING WIDTHS WITHIN EACH CHARACTER.

Slab Serif

(FONT: ALIANZA SLAB)

THICK BOLD-LIKE SERIFS.

THE WORD "SANS" MEAN "WITHOUT." THESE ARE WITHOUT SERIFS.

SANS SERIF

(FONT: AIRWAVES)

Monospace

(FONT: COURIER)

→ FONTS WITH FIXED WIDTHS. LETTERS ARE THE SAME WIDTH.

GOTHIC OR "OLD STYLE" FONTS.

Blackletter

(FONT: BLACK STAR)

Handwritten

(FONT: ANNETTE BRADFORD)

→ HANDWRITTEN OR HAND MADE FONTS.

FLOWING, CURSIVE, OR CALLIGRAPHIC FONTS.

Script

(FONT: BERNADETTE)

DECORATIVE

→ SWASHES, DISTRESSED, OR OTHERWISE IRREGULAR FONTS.

(FONT: PARTY STORY)



# FONT SPACING

SPACING BETWEEN LETTERS  
IN AN ENTIRE BLOCK OF TEXT.

TRACKING  
TRACKING  
TRACKING

0 TRACKING  
100 TRACKING  
200 TRACKING

## KERNING

ADJUSTING THE SPACE BETWEEN  
EACH INDIVIDUAL LETTER SO  
IT'S MORE VISUALLY APPEALING.

NO KERNING.  
EQUAL SPACING  
BETWEEN LETTERS.

ALWAYS

OPTICAL KERNING.  
SPACING BETWEEN LETTERS  
ADJUSTED TO LOOK BETTER.

ALWAYS

LEADING  
LEADING  
LEADING

LEADING  
LEADING  
LEADING

LEADING  
LEADING  
LEADING

SPACE BETWEEN  
EACH LINE OF TEXT.



# MULTIPLE FONTS

ADD INTEREST AND VALUE WITH MORE THAN ONE FONT  
TWO IS MY USUAL RULE OF THUMB. SOMETIMES YOU CAN GET AWAY WITH MORE, BUT THAT'S ONLY ON FEW OCCASIONS.

THIS IS CUTE

CHIN UP  
BUTTERCUP

BUT THIS IS CUTER

chin up  
BUTTERCUP

SAME FONTS

(FONTS USED: ONE WISH SCRIPT & ORGANIC ICE CREAM)

THIS IS COOL

LET THE  
ADVENTURE  
BEGIN

BUT THIS IS COOLER

Let the  
ADVENTURE  
Begin

SAME FONTS

(FONTS USED: BAGUETTE & BRAWLS TYPEFACE)

SOMETIMES YOU CAN CREATE CONTRAST  
BY MAKING MODIFICATIONS WITH THE SAME FONTS

SAME FONTS  
WITH NO CHANGES

HUSTLE  
HARDER

SAME FONT WITH  
MORE SPACING (TRACKING)

H U S T L E  
H A R D E R

(FONT: MOTO SANS)

SAME FONT WITH STROKE  
AND MORE SPACING (TRACKING)

H U S T L E  
H A R D E R

COMBINING LOWER CASE AND UPPER CASE  
OF THE SAME FONT SOMETIMES WORKS TOO!  
(NOT ALL FONTS HAVE EXTRAS LIKE THESE, BUT IT'S WORTH CHECKING)

H U S T L E  
H A R D E R

(FONT: BERNIER)



EXAMPLE USING THE OUTLINE METHOD AGAIN.

H U S T L E  
H A R D E R

# COMPLIMENT, NOT CLASH

## CONTRAST, YET STILL COMPLIMENT

SO HAPPY  
TOGETHER

LAKESIDE & CHUNKY BEAR

So Happy  
TOGETHER

ANDREA & BURGUNDY

SO HAPPY  
TOGETHER

BLACK RANGE & IMPERFECTA

So Happy  
TOGETHER

GRATEFUL & ORGANIC ICE CREAM

So HAPPY  
TOGETHER

NALISA & LAQUATSA  
(LAQUATSA HAS COOLER GLYPHS THAN SHOWN HERE)

So Happy  
TOGETHER

SUNKISA & DONUT DERBY

So Happy  
TOGETHER

ROUTEN & BOHEM

So Happy  
TOGETHER

THIRTY & PIPETTON SANS

SO HAPPY  
TOGETHER

MISTLETOE & HOLIDAY COLORS

SO HAPPY  
TOGETHER

SUMMER SOLSTICE & LAGOON

So Happy  
TOGETHER

LITTLE ROSE & MODIGIRLS SANS

So Happy  
TOGETHER

QUENTIN & LA COSTA

## CLASHING FONTS

GOTHIC  
CASUAL  
NOT  
HAPPY

CHILDISH  
FORMAL  
NOT  
HAPPY

FUN  
SERIOUS  
Not  
HAPPY

ELEGANT  
CASUAL  
Not  
Happy

SPORTY  
WESTERN  
NOT  
HAPPY



Not  
Happy  
BOTH SERIFS  
BUT NOT GOOD  
TOGETHER

# MIX IT UP

Use Some  
**COLOR**

Use Some  
**COLOR**

Use Some  
**COLOR**

Use Some  
**COLOR**

(FONTS USED: LIGHT SHUTTER & ACRYLIC HAND)

# USE GLYPHS

NOT ALL FONTS HAVE GLYPHS, BUT A LOT DO!  
GLYPHS ARE A GREAT WAY TO ADD SOME STYLE!

*Retrology*

*Allegory*

**SAN FRANCISCO**

*Retrology*

*Allegory*

**SAN FRANCISCO**

# KEEP IT BALANCED

USE YOUR SOFTWARE'S ALIGN TOOLS.  
THAT'S WHAT THEY WERE MADE FOR.

*Keep it*  
**CENTERED**

*Or make it*  
**STAGGERED**

*but balanced*

(FONTS USED: BHATOSHINE & AIRWAVES)

(FONTS USED: SIGNATURA MONOLINE SCRIPT & AIRWAVES)



# FONT RULES TO LIVE BY

## IF YOU'RE SELLING, BUY THE FONT

THIS IS VITAL! MAKE SURE YOU PURCHASE A COMMERCIAL LICENSE OR YOU CAN FIND YOURSELF IN LEGAL TROUBLE.

## DON'T MIX SCRIPT FONTS

*Please  
Don't Do It*

*It Never  
works out*

*Many  
Have Tried*

## USE PROPER GRAMMAR & PUNCTUATION

TYPOS WILL IMMEDIATELY TURN OFF CUSTOMERS. THERE ARE A FEW SPECIAL SITUATIONS WHEN YOU CAN DROP A COMMA, OR A CAPITAL LETTER, BECAUSE IT THROWS THE DESIGN OFF. BUT INCORRECT SPELLING, A MISSING APOSTROPHE, OR WRONG USES OF WORDS, ARE DETRIMENTAL TO YOUR BRAND.

## MAKE SURE IT'S LEGIBLE

WITH A FEW EXCEPTIONS OF DESIGNS THAT ARE INTENDED TO BE STYLISTIC, RATHER THAN ACTUALLY DELIVERING A MESSAGE, YOU NEED TO MAKE SURE PEOPLE CAN READ WHAT YOUR DESIGN SAYS.

*you can't read this*  
**I'M SORRY**

(FONTS USED: BAGUETTE & AIRWAVES)

*you can make it work*  
**SOMETIMES**

(FONTS USED: SUNKISSED BEACH & AIRWAVES)

**SOME FONTS  
ARE NOT MEANT  
TO BE READ**



*and some are  
just poorly designed*



# FONT RULES TO LIVE BY

## ALWAYS WELD SCRIPT FONTS

LETTERS AREN'T TOUCHING  
Not Welded → Welded

ADJUST THE KERNING AND/OR TRACKING TO LINE THEM UP  
(CRICUT DESIGN SPACE IS A KNOWN OFFENDER)

## NEVER SQUISH OR STRETCH

YES → NO NO

IF YOU NEED IT TO FIT,  
ADJUST THE SPACING  
(REMEMBER TRACKING?)

TRACKING

OR PICK A DIFFERENT  
FONT THAT DOESN'T  
NEED ALTERING

SHORT TALL

## DON'T USE SCRIPT FONTS IN ALL CAPS

NASTY → Pretty

## MAKE CONSCIOUS FONT CHOICES

FRESH LEMON  
parts

F OR T?

WORLD'S BEST  
aunt

A OR C?

SOMETIMES THE WORDS  
DON'T LOOK LIKE THE WORDS  
YOU INTENDED THEM TO BE  
(NONE OF THESE FONTS WERE ALTERED)

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CL OR D?

I Love  
FLICKERING LIGHTS

LI OR U?



# DEBBIE'S FONT "BURN BOOK"

## FONTS CRAFTERS SHOULD AVOID

THIS IS NOT A LIST OF BAD FONTS. THIS IS A LIST OF FONTS THAT ARE OVERUSED. MOST OF THESE ARE OVERUSED FOR A REASON. THEY ARE FAMILAR, AND FOR THE MOST PART, VERY WELL DESIGNED FONTS. THE PROBLEM LIES IN THE MONOTONY AND LACK OF CREATIVITY THESE FONTS PORTRAY. IT DETRACTS FROM A FONT'S APPEAL WHEN WE KEEP SEEING THE SAME ONES USED OVER AND OVER AGAIN. A GOOD CRAFTER (AND AS SUCH, A DESIGNER) SHOULDN'T HAVE "GO-TO" FONTS. YOUR DESIGNS SHOULD ALWAYS BE FRESH AND HELP YOUR BRAND OR PRODUCTS STAND OUT. USING THESE FONTS CAN BE DAMAGING TO YOUR CREATIVE AND PROFESSIONAL CREDITBILITY, AND SHOULD BE AVOIDED. THERE ARE AT LEAST HALF A MILLION FONTS IN EXISTENCE (ACCORDING TO A QUICK GOOGLE SEARCH). PLEASE FIND OTHER UNIQUE, MEMORABLE, OR CREATIVE FONTS TO HELP DRAW PEOPLE IN.

(TITLE FONTS USED: MARQUEE & ACRYLIC HAND)

Comic Sans  
Papyrus  
Curlz MT  
Harrington  
*Brush Script*  
*Alex Brush*  
Jokerman  
Viner Hand  
Kristen ITC  
HERCULANUM  
**GOUDY STOUT**  
Bradley Hand  
*Lucida Calligraphy*  
*Lucida Handwriting*  
*Informal Roman*  
**NEULAND INLINE**  
*A Yummy Apology*  
**HAWAIIAN PUNK**  
**Wide Latin**  
PR UNCIAL  
Apple Chancery  
*Bickley Script*  
**Magneto**  
Chalkboard  
*French Script*  
*Techno Bold Italic*  
Architects Daughter  
*Monotype Crosiva*  
Tekton Pro

*Scripting*  
*Zappino*  
*Vivaldi*  
Mistral  
Hobo  
Lobster  
Sand  
FF Blur  
Bonzai  
Ravie  
*Aladdin*  
MATISSE ITC  
**Snap ITC**  
LITHOS  
Ink Free  
Giddyup  
Matura  
**BAZOOKA**  
**Forte**  
CURELY  
Cucho  
cheri  
Country  
Pacifico

Luna  
Galb  
**Revue**  
HOT CHIPS  
Chiller  
*Staccato*  
AMATIC  
Juice ITC  
Gigi  
Marker Felt  
Courier  
Souvenir  
**STENCIL**  
FISH FINGERS  
**TOON TIME**  
Noteworthy  
SCRIBBLE  
Chalkduster  
*Rage Italic*  
Segoe Script  
*Freestyle Script*  
LOVE LETTERS  
ALGERIAN  
*Bleeding Cowboys*  
Autumn In November  
mf i love glitter

Magnolia Sky  
aBRACADABRA  
*Catfish Line Script*  
Chasing Hearts  
Cupcake Party  
Cutie Patootie  
DK INNUENDO  
**El Rio Lobo**  
*Barchment*  
**TACO SALAD**  
**BALLOON XBD**  
*AlexDirte Brush*  
**going slow**  
Bellatrix  
Bromello  
Betterfly  
Milkshake  
Script MT Bold  
Euphoria Script  
**OAKER SOLID & SHINY**  
Princess Sofia  
*Samantha*